March 15, 1988

1988	Industry Sales	PM Sales	PM Share	RJR Sales	RJR Share
Scenario 1 - R.J.R matches 1st Qtr. 1987 P.M. meets 1st Qtr. 1988 Original Forecast of 42,857					
1st Qtr.	114,085 -1.6%	42,857 +1.3%	37.57 +1.09	40,369 0.0%	35.39 +0.57
Scenario 2 - R.J.R. is 1% ahead of 1st Qtr. 1987 P.M. meets 1st Qtr. 1988 Original Forecast of 42,857					
1st Qtr.	114,489 -1.2%	42,857 +1.3%	37.43 +.95	40,773 +1.0%	35.61 +0.79
Scenario 3 - R.J.R. is 1% below 1st Qtr 1987 P.M. meets 1st Qtr. 1988 Original Forecast of 42,857					
1st Qtr.	113,681 -1.9%	42,857 +1.3	37.70 1.22	39,965 -1.0%	35.16 +0.34
Scenario 4 - R.J.R. is 2% below 1st Qtr. 1987 P.M. meets 1st Qtr. 1988 Original Forecast of 42,857					
1st Qtr.	113,279 -2.3%	42,857 +1.3	37.83 1.35	39,561 -2.0%	34.92 +0.10

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Source: https://www.industrydocuments.ucsf.edu/docs/gzdj0004